

BUSINESS REPORT

**MONTANA HOUSE OF REPRESENTATIVES
61st LEGISLATURE - REGULAR SESSION**

HOUSE BUSINESS AND LABOR COMMITTEE

Date: Wednesday, February 11, 2009

Time: 8:30 am

Place: Capitol

Room: 172

BILLS and RESOLUTIONS HEARD:

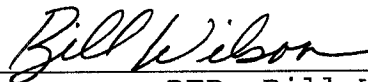
Prefix (HB, HR, HJR, SB, SR, or SJR) and number. Add Postponed (PP) when appropriate:

HB 385, HB 390

EXECUTIVE ACTION TAKEN:

Prefix (HB, HR, HJR, SB, SR, or SJR) and number. Enter P(pass) F(failed) DPAA (do pass as amended) BC(be concurred in) BCAA (be concurred in as amended):

COMMENTS:



REP. Bill Wilson, Chairman

HOUSE OF REPRESENTATIVES
Roll Call
BUSINESS AND LABOR COMMITTEE

DATE: 2/11/09

<u>NAME</u>	<u>PRESENT</u>	<u>ABSENT/ EXCUSED</u>
Rep. Michele Reinhart	X	
Rep. Bill Beck	X	
Rep. Elsie Arntzen	X	
Rep. Shannon Augare	X	
Rep. Paul Beck	X	
Rep. Tom Berry	X	
Rep. Carlie Boland	X	
Rep. John Fleming	X	
Rep. Timothy Furey	X	
Rep. Chuck Hunter	X	
Rep. Harry Klock	X	
Rep. Mike Milburn	X	
Rep. Pat Noonan	X	
Rep. Scott Reichner	X	
Rep. Cary Smith	X	
Rep. Gordon Vance	X	
Rep. Jeffery Welborn	X	
Rep. Bill Wilson	X	

**Montana House of Representatives
Visitors Register**

BUSINESS AND LABOR COMMITTEE

Date 2/11

Bill No. HB 390 Sponsor(s) Rep. Reinhart

PLEASE PRINT

PLEASE PRINT

PLEASE PRINT

Name and Address	Representing	Support	Oppose	Inf.
Melody Maxey Dykstra	Myself	X		
Trin Macken	MT Med Assoc.	Support	Oppose	Inf.
Elaine Becker, CNM	freestanding birthcenters	X		
Melislami Cuywood Baerz	Bozeman Birth Center	X		
Tracey Palagi, LMCNM	licensed Midwives	X		
Rep. DAVID HOWARD	State of Montana	X		
BOB OLSEN	MT Hospital Ass'n		X	
Bill Wankler	B'n Dentoness		X	
Jeff Busto	OPHIS DAD			X
Steve Yeakel	MT Comm for Mental & Child Health		✓	
Pat McElroy	Mont Med Ass'n		✓	
FRANK	BCBS MT		✓	
AMEE GRUNSEZ	Billings Clinic		✓	

Please leave prepared testimony with Secretary. Witness Statement forms are available if you care to submit written testimony.

Montana House of Representatives Visitors Register

BUSINESS AND LABOR COMMITTEE

Date 2/11

Bill No. HB 385 Sponsor(s) Rep Ebinger

PLEASE PRINT

PLEASE PRINT

PLEASE PRINT

[illegible]

Please leave prepared testimony with Secretary. Witness Statement forms are available if you care to submit written testimony.

Additional
Document

3

DATE 2-11-09

HB 385



To: The Business and Labor Committee
Montana State Legislature

January 30, 2009

Representatives Wilson, Reinhart, Beck, Arntzen, Augare, Beck, Berry, Boland, Fleming, Furey, Hunter, Klock, Milburn, Noonan, Reichner, Smith, Vance & Welborn.

Cc: Representative Bob Ebinger

Ladies and Gentlemen,

Our friend and colleague, Rep. Ebinger, is carrying a bill this session (currently LC 1083) and I understand it will be reviewed by your committee.

If the bill advances, our program "The MAPS Media Institute" (formerly MAPS: Media Arts in the Public Schools) will submit an RFP.

If you're not familiar with our work, I've enclosed a DVD (KPAX TV news story), recent letters of support and our current business plan as an introduction.

Sincerely,

Peter Rosten
President

Enclosures (3)

*I'm a big fan of MAPS: Media Arts in Public Schools and its dedication
to making a difference in the lives of Montana's young people.
Jerry Molen, Producer, "Schindler's List", "Jurassic Park".*

P.S. Ian Marquand did the news piece referenced above...and - subject to his availability) - Ian will teach our "TV News/Journalism section. (See 'curriculum' section in our business plan for more details.)

phone: 406.833.7146

email: pete@mediarts.org

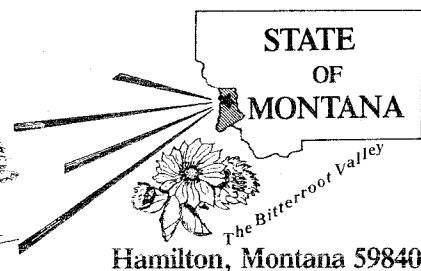
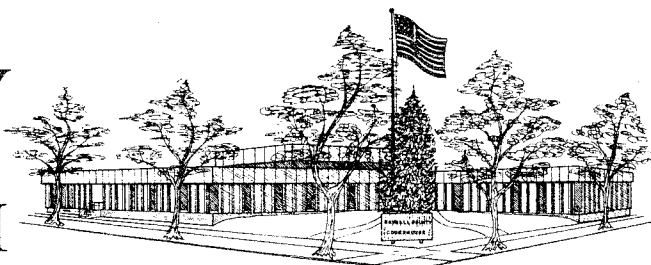
The Florence Prever
Rosten Foundation

PO Box 750
Darby, MT 59829



Letters of Support
2009

COUNTY OF RAVALLI



Ravalli County Commissioners
215 S. 4th Street, Suite A
Hamilton, MT. 59840
406-375-6500

Peter Rosten
President/MMI
MAPS Media Institute
PO Box 750
Darby, MT 59829

January 21, 2009

The MAPS Media Institute (MMI) is a workforce training and community development media arts program that delivers an ROI in human and real capital.

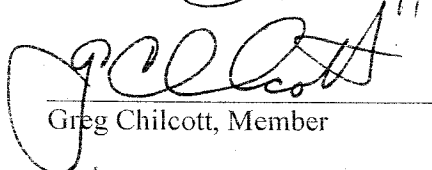
Formerly known as MAPS: Media Arts in the Public Schools, enrollment will be open to students from all six Ravalli County (pop. 44,000) high schools - and for the first time - adult participants.

This project will foster skills transferable to a wide variety of professional endeavors and conducive to personal growth. MMI's new centralized location will enable expansion to a more diverse pool of participants, including youth who are considered to be at-risk through their exposure to such risk factors as poverty, lack of education and lack of opportunity.

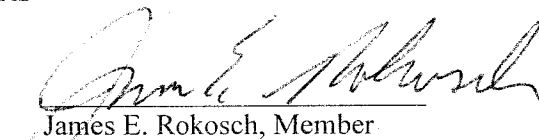
The Ravalli County Commissioners strongly support the expansion of the MMI project and look forward to working with Mr. Rosten and the MAPS Media Institute.

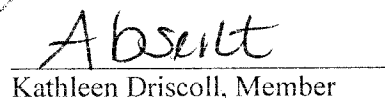
Sincerely,
BOARD OF RAVALLI COUNTY COMMISSIONERS


Carlotta Grandstaff, Chairman


Greg Chilcott, Member


J.R. Iman, Member


James E. Rokosch, Member


Kathleen Driscoll, Member



Bitterroot Workforce One-Stop System

Bitterroot Job Service One-Stop Center
333 W. Main
Hamilton, Montana 59840

January 29, 2009

Peter Rosten
MAPS Media Institute
P.O. Box 750
Darby, Montana 59829

Dear Peter Rosten:

The Bitterroot Workforce System Community Management Team (CMT) applauds your effort at successfully working with high school students in developing skills in the media arts field. This program has been inspiring to the youth of our valley in understanding how movies and commercials are developed, working to give them the opportunity to develop these skills, and all the while enhancing their self esteem and reinforcing their needs to be successful in all areas of their education.

The CMT partners of the Bitterroot support your project in formalizing the opportunity for youth and adults as a workforce training and community development media arts program. This project will foster skills that are transferable to a wide variety of occupations and personal growth. We eagerly look forward to this project and your continued efforts at bringing positive solutions to our workforce needs.

Sincerely,

Patti Furniss
Contact

The Mission of the Bitterroot Workforce System is to respond to the unique needs of Ravalli County, focus on customer-centered services, assist workers in attaining self-sufficiency and respond to business needs for a skilled workforce.



VICTOR PUBLIC SCHOOL

Ravalli County
District No. 7

425 4th Avenue
Victor, Montana 59875

Telephone 406-642-3221
Fax 406-642-3446

January 27, 2009

**Peter Rosten
P.O. Box 750
Darby, MT 59829**

Dear Mr. Rosten,

I am writing in support of the purposed Media Arts in the Public School (MAPS) proposal. The opportunity for students from four area schools to have the opportunity to take such a program is unique within itself. The fact that resources are combined to provide this opportunity in something that is seen in other states but not taken advantage of in Montana. There is no other centralized school program offered, to the best of my knowledge, in the state of Montana. The fact that this program centers on media arts and provides students of the Bitterroot Valley an opportunity to seek vocational training in an increasingly popular and lucrative career field substantiates the allure and need for programs such as this.

I stand in support of the MAPS program you are proposing and look forward to taking part in its success. I see it becoming the seed program for similar Career and Technology Education programs in the state. Thank you for the work you have put into this endeavor.

Sincerely,

Dan Johnston

Dan Johnston

reville E. Getz
Superintendent/
5 Principal

amy Johnston
12 Principal

jeanne Bauman
District Clerk

ward of Trustees

eve Wilson
Chairman

larci Smith
Ice Chairman

iris Bishop
Trustee

adianne Etlinger
Trustee

elle Harrington
Trustee



January 26, 2009

Governor Brian Schweitzer
Office of the Governor
P.O. Box 200801
Helena, MT 59620

Dear Governor Schweitzer:

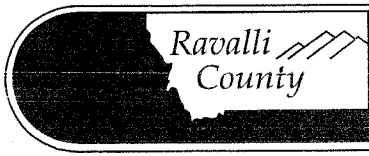
It is my pleasure to write a letter of recommendation for the MAPS Media Institute and urge you to support funding for this most worthwhile project. For the past two years, I have had the opportunity to work with Peter Rosten and the MAPS Project. In that time, I have made the following observations:

- A high interest in media arts
- Increase of skills and knowledge
- An opportunity to interact with the business community

Thank you your time and consideration. Please do not hesitate to contact me, should have questions, comments or concerns.

Sincerely,

Jeanne Quinn- Bucher
Chief Professional Officer



Ravalli County Economic Development Authority

January 14, 2009

MAPS Media Institute
Peter Rosten
President/MMI
PO Box 750
Darby, MT 59829

Ravalli County Economic Development Authority is pleased to provide a letter of support for the Media Arts in the Public Schools (MAPS) program. Since 2004 MAPS has been meeting their objective of providing a nurturing curriculum to help local school children receive hands-on experience in the media arts.

MAPS founder, Peter Rosten, has created an organization that is successful financially as well as respected for their program outcomes of providing a unique educational experience, creating jobs and adding much needed communication skills to our workforce.

In September 2009, MAPS is relocating (Sept. 2009) from Corvallis High School to its own facility. Enrollment will be open to students from all seven Ravalli County school districts - and for the first time - adult participants as well. Reflecting this change, MAPS will be renamed the MAPS Media Institute (MMI); but its mission "to educate and create quality jobs" will remain the same. MMI projects the creation of 4.5 full time job equivalents in the 2009-2010 calendar year.

Ravalli County Economic Development Authority strongly supports the expansion of the MMI project and look forward to working with Mr. Rosten and MAPS Media Institute.

Sincerely,

Monte K. Drake, RCEDA Chair



SERVING RAVALLI COUNTY

Peter Rosten
President/MMI
MAPS Media Institute
PO Box 750
Darby, MT 59829

January 29, 2009

To whom it may concern,

The Maps Media Institute has proven to be a successful project that brings educational opportunities and employment to Ravalli County. Expanding the program to include adult participants is a logical progression of such an outstanding program.

The Ravalli County Council on Aging (COA) supports the funding for this program. Although our focus is on seniors in Ravalli County, successful job creation helps everyone. COA feels so strongly about job creation we have donated four acres of land to the Ravalli County Economic Development Authority to build a 10,000 square foot Business Entrepreneur Center to generate hi-tech/bio-tech jobs for Ravalli County. It's partnerships like these, and innovative projects like MMI that bring prosperity and tax revenue to the state of Montana.

The Council on Aging strongly supports the expansion of the MMI project and the inclusion of adult participants, including seniors, and is looking forward to working with Mr. Rosten.

Sincerely,

Paul Travitz
Executive Director
Ravalli County Council on Aging

"Providing the Opportunity for Independence"
310 Old Corvallis Road Hamilton, MT 59840 406-363-5690
www.ravalliccoba.org



January 15, 2009

Maps Media Institute
Peter Rosten-President
PO Box 750
Darby, MT 59829

The Entertainment Management Program at the University of Montana is proud to write this letter of support for the MAPS Media Institute (MMI). After observing the successes of the Media Arts in Public Schools (MAPS) program we are highly confident that MMI will benefit the state of Montana by delivering an invaluable education and creating several viable jobs for our citizens.

The MAPS program was a truly global model for educating Montana's youth. And now, MMI has the potential to become one of the true leaders in education. Furthermore, I firmly believe that it will become a significant force for creating good paying and exciting jobs within the entertainment business. In short, it is a keystone for building a stronger, new economic sector for Montana, while also providing exciting and challenging opportunities to our citizens.

I fully anticipate that we will see some of the MMI students pursue additional education through programs offered at Montana universities. Moreover, we currently enjoy the intellectual contributions that the MAPS/MMI faculty give to the students enrolled in the Entertainment Management program at the University of Montana. The fact that MAPS/MMI contributes to the education of Montana's citizens at both the public school and college levels is most admirable, and a further testament to its value to Montana.

Sincerely;

Scott Douglas, Director
The Entertainment Management Program
The School of Business Administration
The University of Montana
Missoula, MT 59812
406-243-5695

January 25, 2009

Dear Governor Schweitzer and Montana 2009 Legislatures:

I am writing this letter of support for the Media Arts in the Public Schools (MAPS) program. As the previous Director of the 21st Century Community Learning Center (21st CCLC) in Boulder and as an educator and career counselor I understand the importance of Media Arts in the Schools. After working as a college career counselor for 15 years I felt the need to get back into the public schools and work with the students in preparing them for the world of work.

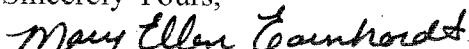
As Director of the 21st CCLC program I wanted to implement Media Arts into our program. I was shocked by the lack of technology equipment the school had. My first task was to find the money to purchase the items we needed the second was to find someone who knew how to teach Media Arts in the schools.

Finding someone who had these skills was almost impossible I was lucky enough to find someone who was able to help for a while and after three years of working on this task our students were able to make movies and had used their skills in helping the area businesses make movie clips for their businesses, they even helped some of the business people make clips for presentations. Students learned the importance of Media and the world of work.

My only problem was that I could not find someone who could keep up with the technology changes in this field. I have since left Boulder but in my current position I was still looking for someone who could help me in this area. I was fortunate enough to have been referred to the MAPS program created by Peter Rosten. I was so impressed with Mr. Rosten's skills and vision for the future of Montana's student and the role that Media could help them and the economy of Montana. I knew that his program was what I needed for my staff and students in the area of Service-Learning in the schools.

I firmly believe that funding for Media Arts in Montana is a must for Montana's to keep up with the changing world in today's new work-force. Funding for the Media Arts will help Montana's businesses compete with a global economy. I hope that you will consider funding this valuable program.

Sincerely Yours,


Mary Ellen Earnhardt

(Educator, Counselor and recipient of the National Career Development Association Outstanding Career practitioners Award 2008)

1 Starwood Drive

Mt. City, Montana 59634

(406) 457-0833

M. JAMES KOUF JR. PRODUCTIONS, INC.
10061 Riverside Drive, PMB 1024
Toluca Lake, CA 91602

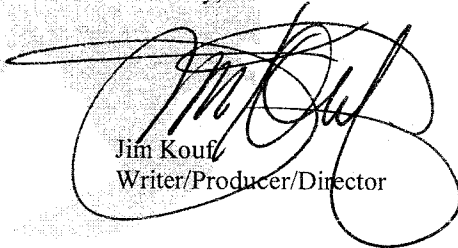
BITTERROOT FILM WORKS

January 22, 2009

MAPS Media Institute
Peter Rosten
President/MMI
P.O. Box 750
Darby, MT 59829

M. James Kouf, Jr. Productions, Inc. and Bitterroot Film Works support the Media Arts Program. Having just completed shooting a film in the Bozeman area last year, using a crew hired mostly from that area, we strongly urge support for the expansion of the MMI project. One of the biggest drawbacks for film companies shooting in Montana is the lack of trained professionals in the state. The MMI project can help overcome this problem by making Montana more competitive for entertainment productions in the future.

Sincerely,



Jim Kouf
Writer/Producer/Director

January 28, 2009

Rivalli County Commissioners
2155 4th St., Suite A
Hamilton, MT 59840



Dear Commissioners:

In 2007, College Goal Sunday contracted with the Media Arts in Public Schools (MAPS) program to develop and produce an ad that would be used for national media purposes for the College Goal Sunday program. College Goal Sunday is a volunteer-run community-based organization that assists students and families from underserved populations in the completion of the federal financial aid forms to determine eligibility for financial aid to cover higher education expenses. This free service program is now offered in 37 states and in 2008 helped over 72,000 families with 9,500 volunteers to complete these forms.

College Goal Sunday chose the MAPS program because it was primarily managed by young adults who were faced with educational challenges, especially those considering education beyond high school. The College Goal Sunday programs strive to effectively reach students who have no college-going history, are from low-income families, and are of color or from a culturally disadvantaged population. As service providers and adults, we rarely are aware of the challenges that students from these populations face educationally, however, families and students are acutely aware. It was for this reason that we chose the MAPS program to develop and produce the ads.

The MAPS program brought to the project an understanding of the barriers that face families from underserved populations with regard to higher education and also an understanding of what messages are effective in creating behavior change.

Two ads were produced: one for students and one for parents and have been customized for each College Goal Sunday program. They continue to be used as the message and visuals have provided a consistent promotional tool for higher education attainment.

The MAPS program is unique in its structure and especially in its leadership opportunities for students. The program should be a model for any service program that strives to create behavior change in many social and educational areas.

I would be pleased to speak with anyone to provide additional information and support.

Sincerely,

Marcia E. Weston
Director of College Goal Sunday Operations
YMCA of the USA
501 West Market Street
Greensboro, NC 27401



Big Red Barn
design

MAPS Media Institute
Peter Rosten-President
PO Box 750
Darby, MT 59829

To Whom It May Concern,

Rich media is the future of communications for all industries. Video will only continue to pervade through Education, Advertising, Government, Entertainment and Manufacturing. In my industry, Marketing, the use and dissemination of video has increased exponentially in recent years. It is my belief that this trend will only continue.

For these reasons, I support the formation and funding of MAPS Media Institute. I urge you to consider investing in Montana by equipping the workforce with skills that are currently in-demand and only continuing to rise. Make no mistake – this is much larger than an “Arts” program. Funding this program is a sound investment for Montana business, education and government.

Today we are given a tremendous opportunity. Peter Rosten is a man who makes things happen. To have someone with his skills, experience and dedication is a rare opportunity for Montanans. I ask of you, do not let this chance slip by.

Best Regards,

Michael Henderson
Owner / Art Director

January 27, 2009

To Whom It May Concern:

I am writing in support of creating an opportunity for the state of Montana to be a leader in business and community. The creation of a media arts public/private enterprise, such as the MAPS (Media Arts in the Public Schools) would be a huge boon to our state. Not only would it create a system for job training in the graphic arts, advertising, journalism, and television industries, but would also teach skills that are easily transferred to other business enterprises.

I graduated in 1980 with a B.A. in Speech, Communications, and Theatre Arts. I spent many years gainfully employed in theatre and the commercial film industry. On a more conventional note, I spent several years as a Project Manager for a parking and security systems company, drawing heavily on my theatrical stage management experience to successfully manage projects and budgets. The experience gained in my arts training continues to serve me well in running businesses with my husband, including our current business—a local telephone company based in Victor, MT.

Many argue that public schools should supply a "basic" education, which in some opinions does not include training in the arts. I counter that without the training I received from my involvement in the arts, I would not be the successful businesswoman I am today.

We must look toward the future if our state is to prosper. Your support for this innovative and exciting program would help keep our younger generation in Montana helping to create a solid economy and future.

Thank you for your time and support.

Sincerely,

Deb Essen
Co-owner
Essen Communications Corporation
1572 Blue Lupine Lane
Victor, MT 59875

Peter Rosten

From: Pete Deneault [PeteDeneault@gapbroadcasting.com]
Sent: Tuesday, January 27, 2009 12:58 PM
To: peter@mediarts.org
Subject: Letter of Support

Peter Rosten
President
MAPS Media Institute
PO Box 750
Darby, MT. 59829

The MAPS Media Institute is a workforce training and community development media arts program that delivers a return on investment in both human and financial benefit to the Bitterroot Valley and the State of Montana.

The Media Arts in the Public School has a track record of success and opening the program to more people would be a creative and cost effective way to train people for lifetime careers in the media arts.

As the News Director of Gap West Radio in Missoula I have had the opportunity to work with Peter and those he has trained and find that the program is indeed good for the community and good for the state.

This project will foster skills to a wide variety of professional endeavors including the waining art of communication.

I whole heartedly look forward to spending time with Mr. Rosten and the bright young people that have the opportunity to be involved with MMI.

Sincerely,

Pete Deneault
News Director
GAPWEST Broadcasting
3250 South reserve, St. ste.200
Missoula, MT. 59801
petedeneault@gapbroadcasting.com
(406)523 - 9809

1/28/2009

Peter Rosten

From: Tim Southwell [timsouthwell@earthlink.net]
Sent: Tuesday, January 27, 2009 10:57 AM
To: rhawk@bresnan.net; ricklaible@aol.com; lakemill@montana.com; garymaclaren@yahoo.com; stoker@montana.com
Subject: MAPS Media Institute

To: Mr. Ray Hawk
 Mr. Rick Laible
 Mr. Bob Lake
 Mr. Gary Maclaren
 Mr. Ron Stocker

From: Tim Southwell
 Re: MAPS Media Institute

Dear Gentlemen,

I am taking this time to write to express both my interest in and sincere believe in MAPS Media Institute (MMI). With our continued mutual support of MAPS Media Institute, I have no doubt MMI will build on the past successes of the MAPS program within our schools. MMI stands to promote both a healthy environment for our children throughout the educational school system while preparing them with real-world work experience for life after school, all the while being a viable medium to spur economic growth in a slumping economy. In hard times like these, citizens across the board look to our elected leaders to see what actions are taken to push progress forward, improve on our educational basis, and promote the development of good paying jobs. It is my sincere belief that MMI is one piece of the puzzle that tackles both the concerns of preparing our children for the ever challenging world they are set to embark on after schooling, while taking an immediate stand on the slumping economy with creating a handful of profitable jobs.

Please join me in the continued support of MMI, the hard working folks that make this wonderful program possible, and the hundreds of Montana youth the program directly benefits.

Sincerely,

Tim Southwell
 477 Wildflower Circle
 Hamilton, MT 59840

Tim Southwell, LEED AP

Abundant
 406-360-8112 (ph)



1/28/2009

Robin E Ross-Duggan
306 S 8th Street
Hamilton, MT 59840
406 363-2878
Fax 406 363-7719

Peter Rosten, MMI
P.O. Box 750
Darby, MT 59829

January 26, 2009

To Whom It May Concern:

I have been asked to write a letter of support for the MMI (Maps Media Institute) in the Bitterroot Valley. This program was formerly known as MAPS (Media Arts in Public Schools). I have been living in the Bitterroot Valley for 4 years and am an avid supporter of the Bitterroot Valley Community College effort and enhancing our Valley's future through educational opportunity. I personally know Peter Rosten, his work and his level of commitment and integrity.

As a former video documentarian I am familiar with the skill set needed to produce video/media arts. It is a challenging and engaging direction for visually oriented, technically minded and creative individuals. This program would benefit the future of our young people and adults in the Valley by offering them a quality Institute that will open up avenues of employment all while boosting our moral at a time when a depressed economy is affecting many of our citizens. I view this as extremely beneficial. The media arts are a part of our lives every day and in countless ways.

I sincerely hope you consider Mr. Rosten's Institute as a future investment in our State's people and our economy.

Sincerely,

Robin Ross-Duggan

I am contacting you to express my support for the Bill that would provide state funding for MAPS, the program created by Peter Rosten. The program has been successful in increasing the employment options for students here in the Bitterroot Valley.

It is my understanding that Mr. Rosten's foundation will match state funding dollar for dollar. Based on that understanding I believe expansion of this program will be beneficial to the residents of this Valley. I thank you for your consideration.

Gene Williams

Hamilton, MT

1/17/09

Peter Rosten

From: Reisa Kahn [reisa.kahn@gmail.com]
Sent: Sunday, January 25, 2009 12:22 PM
To: Peter Rosten
Subject: Re: FW: snail mail

Peter: Here is the letter I am sending. If you need it in some other form or your testimony, let me know.
Reisa

January 25, 2009

Letter sent to: Ray Hawk, Rick Laible, Bob Lake, Gary Maclaren, Jim Shockley, Rob Stoker, Bob Ebinger

Dear:

I am writing to urge you to support funding for media arts programs to teach students and to train workers for success in media arts professions.

My personal experience with this type of program is through my son. As a Corvallis High School student, his participation in the MAPS Media Institute was one of his most valuable educational experiences. In this program, he learned to work with others to organize, plan, and implement a major media production and acquired a wide range of valuable technical skills. The students' end product was a high quality movie that was completely created and produced by the students. He has continued to use and build on the skills he learned in MAPS as a college student and will continue to use these skills after he graduates.

This media arts program has provided practical education and the skills needed for a variety of communication industry, information technology, and media production jobs. In addition to training workers, it has created jobs, providing the economic development that is so critical to our communities. Our communities greatly need highly skilled workers and high quality jobs – both can be provided by media arts education programs.

Please support funding to help foster the growth of media arts education and training programs.

Thank you.

Sincerely,

Reisa Kahn

P.O. Box 771
Hamilton, MT 59840

1/28/2009

Peter Rosten

From: Amy Arnold [amy.ein@gmail.com]

Sent: Saturday, January 24, 2009 9:47 AM

To: rhawk@bresnan.net; Rick Laible; lakemill@montana.com; garymaclaren@yahoo.com; stoker@montana.com

Subject: MAPS FUNDING

I am writing in support of the funding legislation for the MAPS/MMI program. This outstandingly successful education project has enriched the lives of its participants in many ways. By providing expert training in the media field, it has encouraged and nurtured the creativity of its students while at the same time preparing them for future job prospects. Its course specific curriculum is ideal for 21st Century career opportunities. Thus far MAPS has proven to be 100% on the mark and the students who have been fortunate enough to be a part of MAPS, have gained an advantage by being exposed to all aspects of media which is crucial in today's world.

Continuing this vital program, but, most importantly, expanding it to all seven Ravalli County school districts is essential. Our youth needs and yes deserves a chance to be competitive with the rest of the country.

I am asking that you endorse the MAPS/MMI funding and be proud supporters of such a worthy project.

Most Sincerely,

Amy Arnold, Darby, Montana

1/28/2009

January 23, 2009

MAPS Media Institute
Peter Rosten-President
PO Box 750
Darby, MT 59829

I am honored to write a letter of support for the MAPS Media Institute.

I first met Peter Rosten while my son was enrolled in Peter's program, Media Arts in Public Schools (MAPS). My son found his niche within this Media Arts Program. The other school programs common to Public Education didn't fit and with many of Jake's friends deciding to leave high school without graduating it was clear that he may become one of those statistics.

I cannot relate to you in words how thankful I am to Peter and his efforts in the mentorship he provided my son through Media Arts.

There are many students who have found benefit, just as my son, from a broader curriculum offering. Especially for those who don't necessarily find sports or other mainstream activities appealing. It was the key to my son's graduation last May.

So now I am hopeful for the emergence of MMI into our community so this educational opportunity will continue to be an option for not only kids but adults as well.

Historically our community, being typified as rural, has struggled with the challenge of keeping engaging, positive opportunities alive that have the potential to lead to higher motivation and hopefully jobs.

I believe that MMI will help do just that in our little corner of the world.

In closing I would like to reiterate that as a Mom, a working Public Health Nurse of Ravalli County and a citizen of Ravalli County I am in strong support of MAPS Media Institute and it's President Peter Rosten.

Sincerely,

Natalie B. Park

George Masnick

gmasnick@gmasnick.com

(406) 363-2646 (w) 363-6654 (h)

P.O. Box 771

Hamilton, MT 59840

January 22, 2009

Rep. Ray Hawk (R) HD 90□

NW 4878 Hoblitt Ln.□

Florence, MT 59833-6832

Dear Representative Hawk,

I understand that a bill will be introduced in this legislature to help support media arts education in the public schools. I am familiar with such a program because my son, Max Masnick, participated in the pilot program in Corvallis during its first year. That program, MAPS, developed dramatically over the next 5 years, and has given many, many students attending several schools in the Bitterroot Valley the opportunity to become "professional" media arts specialists. Max has used many of the skills he developed in MAPS in various college courses and activities.

There is no reason why the state of Montana and the Bitterroot Valley cannot become a model for developing student interest and marketable skills in this rapidly growing sector of the economy. It will take only a small investment by the state to potentially reap huge benefits in the future for our workforce. I encourage you to support this bill when it comes up for a vote.

Sincerely,

George S. Masnick

Peter Rosten

From: Stephen Slocumb [video@montana.com]
Sent: Thursday, January 22, 2009 10:24 AM
To: rhawk@bresnan.net; ricklaible@aol.com; lakemill@montana.com; stoker@montana.com; governor@mt.gov
Subject: support of MAPS program

I am writing in support of the MAPS media education program. I have made a good living in Montana for the last 15 years shooting video for the various networks and producing videos for the Forest Service. It has been a rewarding experience. I am one of the lucky people that loves their work.

The United States is rapidly moving to an information based economy where knowledge of multimedia is essential. The two universities have media programs, but much like Head Start, MAPS provides a head start for its students. Please support the program by backing it in the Legislature. MAPS will help our high school children as they try to make their way in a tough economy. MAPS already has a proven track record and needs your help to continue teaching and motivating our students.

thanks

--
LOOKING GLASS FILMS Steve Slocumb__ 376 Zimmerman Lane__ Hamilton, MT , 59840__ Web:
www.360bigsky.com__ Email: video@montana.com__ Ph: 406-363-6196__ Cel: 406-360-1226-

Peter Rosten

From: Gerald and Patricia Molen [p-jmolen@bresnan.net]
Sent: Monday, January 19, 2009 9:35 PM
To: sreichner@centurytel.net
Subject: Bill LC 1083

Scott,
It was great to see you yesterday and only wish we had more time to discuss what is happening in Helena and to what extent you are happy with the process.

The Bill before the legislature (or soon to come before the legislature) is Bill LC 1083.

I am supporting the program that is titled Media Arts in the Public Schools (MAPS). The founder and creative genius behind the project is Peter Rosten and he has done a lot already providing a wonderful curriculum to help local school children receive hands on experience in the media arts. Peter started the organization back in 2004 and it has been highly successful providing a unique educational opportunity, creating jobs and helping these young people get a head start into the workforce.


When time permits and you find the opportunity to look into this well thought out and developed program, I would greatly appreciate any assistance or added input into the future of MAPS. I do understand they are going to rename the organization to MAPS Media Institute (MMI) but it's mission will not change.

Thanks Scott. Please let me know if you have concerns or questions and I'll be more than happy to provide what you need.

Be safe. Be well and God bless.

All my personal best,

Jerry



January 16, 2009

MAPS Media Institute

Peter Rosten, President

PO Box 750

Darby, Montana 59829

Please accept this letter of support for your work to expand the Media Arts in the Public Schools program . I feel it is extremely important to diversify the educational opportunities in our public schools. I have personally spoken to students who are excited to have participated in your program and intend to further their education in this field. We are very fortunate to have you in our valley.

I am very pleased that MAPS is expanding enrollment to all seven Ravalli County districts as well as for adult participation. I personally see this as an added tool to open new doors and expose our students to this type of creativity. This program offers new hope of opportunity for our youth.

Thank you and best wishes for your success.

Dorene Sain

414 Spooner Creek Lane
Stevensville, MT 59870
January 19, 2008

Senator Shockley
Montana Senate
PO Box 200500
Helena, MT 59620-0500

Dear Senator Shockley:

I am writing to ask your support of funding for the MAPS Media Institute based in the Bitterroot Valley. As a parent of a student in the Stevensville School District, I have followed MAPS (Media Arts in the Public Schools) in the Corvallis School District for the past 4 years and consider it an excellent opportunity that should be available to students in other districts. The goal of MAPS Media Institute is to educate and create quality jobs for Montana. It offers students opportunities early on in the competitive world giving them a giant first step when they eventually enter the job market. They will learn management, teamwork, and communication skills which will benefit them in whatever career choices they make. When MAPS closed in Corvallis June 2008, the program had become financially self-sufficient, grossing \$100,000 for television commercials that ran in 38 different states. I understand that we are in difficult economic times likely to carry on for years to come. For this reason, I strongly feel we owe our youth whatever tools we can possibly offer to help them succeed given the financial situation our generation has created for them. To this end I request that you support a \$200,000 development grant from the State of Montana for the MAPS Media Institute. Thank you for your thoughtful consideration of this matter.

Sincerely,

Linda White

Peter Rosten

From: George Gulli [george.gulli@gmail.com]
Sent: Sunday, January 18, 2009 10:17 PM
To: stoker@montana.com; lakemill@montana.com; garymaclaren@yahoo.com; rhawk@bresnan.net
Cc: Peter Rosten; Peter Rosten
Subject: Fwd: Support Bill LC1083 for Media Arts Media Institute

----- Forwarded message -----

From: **George Gulli** <george.gulli@gmail.com>
Date: Sun, Jan 18, 2009 at 8:10 PM
Subject: Support Bill LC1083 for Media Arts Media Institute
To: rhawk@bresnan.net, rickliable@aol.com, lakemill@montana.com, garymaclaren@yahoo.com, stoker@montana.com
Cc: peter@mediarts.com

Dear Sir, please support the Bill LC1083 for Ravalli County on behalf of the Media Arts Media Institute

Media Arts in the Public School (MAPS) has been a very successful program in which my son Josh, now 20, had the privilege of participating in during its first two years at Corvallis High School. I am in support of the Media Arts Institute because of its previous success with students throughout the State of Montana with the MAPS program. I believe it is surely to become one of the most invaluable, and exciting opportunities to ever come to the State of Montana, that will help in creating new jobs within the entertainment business, and help in the building up of new strong, new economy in Ravalli County, and throughout Treasure State.

Thank you for all your hard work in serving the citizens of Montana

Sincerely

George Gulli
964 Highway 93 North
Victor, MT 59875

1/28/2009

Peter Rosten

From: Carol Peterson [cheesefactorygarage@gmail.com]
Sent: Saturday, January 17, 2009 9:16 AM
To: BOB LAKE; GARY MACLAREN; Peter Rosten
Subject: MAPPS

Peter Rosten has done a wonderful job of bringing the expertise to our school system in Corvallis on the production of Movie Making. I have personally spoke with Peter and I think his dream will provide Montana with a clean industry and jobs. Peter has worked in the movie industry in California and has retired to Montana. Montana offers the scenic beauty and labor force that the Movie Industry needs. Now when a Movie is to be produced in Montana the Company needs to bring in their own lighting, sound and other crews in and it is very costly. If we could educate our students and encourage this industry with our State Laws I think this could be a great asset to Montana. Peter knows the ins and the people to get this done for Montana. Peter is interested in making the Montana the Best State to Live In. I know of several students that he has inspired to learn, they have found value in their music and sound production, and have related their computer visual arts with a real job and making money. Peter believes that Montana can have its own production companies to support the Movie Industry. I would like for you as Legislatures to support all bills that support this Industry and have Peter Rosten's endorsement. Carol Peterson 381- 8564

1/28/2009

Peter Rosten

From: Gerald and Patricia Molen [p-jmolen@bresnan.net]
Sent: Friday, January 16, 2009 6:54 PM
To: gbarkus@gmail.com
Subject: Bill LC 1083

Greg,
Do so hope this finds you well and enjoying the early times of being in session. Also, let me take this opportunity to say Happy New Year!!!

Besides having the chance to say hello I wanted to bring your attention to a Bill that I think is very important to the youth in our State.

One of my fellow visiting instructors at the U of M is a gentleman named Peter Rosten. I've enjoyed the opportunity of sharing space with him in some of the Entertainment Management Program seminars over the past year and we are already scheduled for more this year. He is the founder/mentor

of this incredible program

The Bill in question is LC 1083.

This letter is intended to support the MAPS Media Institute (MMI). I'm an obvious fan of the success of the Media Arts in Public Schools (MAPS) and highly respect the phenomenal dedication of Mr. Rosten in his efforts to make a difference in the lives of our young people. Please know I am available at any time in the event you may have further questions and I look forward to any discussions regarding my position

regarding this particular Bill.

Thank you Greg and let me know when you are next here in the Flathead.

Lunch would be a great time to talk about what is going on in America and our beautiful State. All my personal best,

Jerry Molen

Dear Representative Lake, (via email)

My family and I have been involved with the MAPS: Media Arts in the Public Schools program for several years.

As parents, we've seen the positive impact of the program on our son, Joe, and we were very proud to see his film - 'on the big screen' - when it was premiered at the MAPS Film Festival at the Pharoahplex Theater in Hamilton. (His Grandmother and Grandfather were there too.)

As a community member, we greatly appreciate the ability of the MAPS program to attract clients from all over the country to come to Ravalli County and hire our kids to produce TV commercials. This real world experience, especially for teenagers, is invaluable and the money goes into their pockets and many businesses around our valley.

Now MAPS is planning to expand its program and relocate to a centralized facility in Hamilton, MT. Even though we are Corvallis parents, we're happy to hear that new MAPS will become available to all six high schools in Ravalli County.

The new name of the program will be the MAPS Media Institute (MMI) but its mission to 'educate, train and create' jobs will remain the same. MMI combines education with economic development and these are both urgent needs in our community and state.

On behalf of our family, please support this effort, from personal experience we assure you it does make a difference.

Sincerely,

Joanna and Tom Hamilton

Governor Brian Schweitzer
Office of the Governor
PO Box 200801
Helena, MT 59620-0801

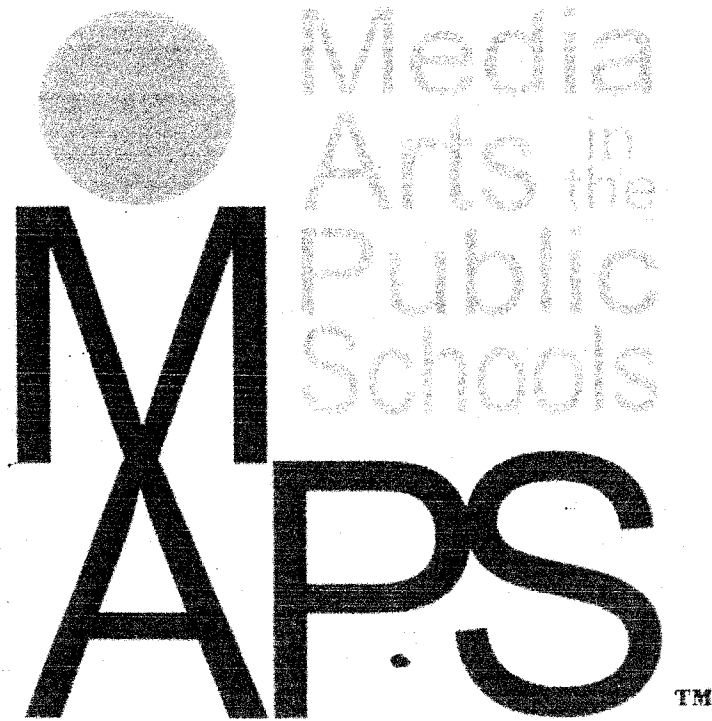
Dear Governor Schweitzer:

I am writing this letter in support of the Media Arts in Public Schools (MAPS/MMI) program that has been providing a unique educational experience for those students interested in developing media arts skills. There presently is a bill before the legislature requesting funding from the state general fund which I hope you will support.

MAPS founder, Peter Rosten, has created an organization and program that is not only financially successful, but has demonstrated excellent outcomes, providing unique educational experience for our young people and creating much needed job opportunities through the development of specialized communication skills. During these difficult economic times, such programs are needed in order to create new jobs and provide appropriate training. For these reasons, I strongly support the passage of this bill and hope you will give it serious consideration.

Sincerely,

Linda B. Dodds, RN, MS, FNP-BC
Darby, MT



www.mediarts.org

Letters of Support
2004 - 2008

OFFICE OF THE GOVERNOR
STATE OF MONTANA

BRIAN SCHWEITZER
GOVERNOR



JOHN BOHLINGER
LT. GOVERNOR

July 5, 2005

Peter Rosten
Media Arts in Public Schools
PO Box 750
Darby, MT 59829

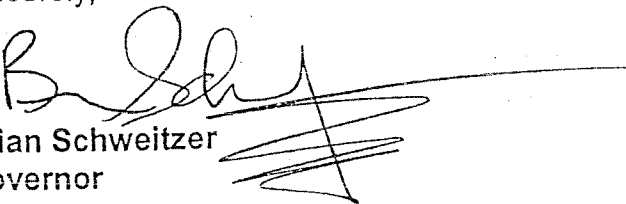
Dear Peter:

As you know I am a big supporter of attracting the film industry back to Montana. For many years Montana was the location for a lot of films but in recent years we have lost many films to Canada and other states due mostly to economic incentives available that have made it more attractive to shoot there. I am happy to say that I supported the "Big Sky on the Big Screen" act, HB 584, that was passed in the 2005 legislative session. This bill provides tax incentives to film producers and represents a big step in getting more film productions back to Montana.

I have also created a film advisory council consisting of film industry people who really want to work to make Montana one of the premier film locations in the world. They will be meeting soon to devise a strategy to pitch our new tax incentives law to Hollywood folks and I will be personally involved in their efforts.

I very much support your efforts to teach film making to students in Montana schools though your Media Arts in Public Schools (MAPS) program. Your project at Corvallis High School is heading down the same road I want the whole state to go. We already have one of the finest film schools in the nation at MSU Bozeman and your high school project goes hand in hand with that program. The more kids we can get trained right here in Montana in the art of film making the more attractive we will be to the filmmakers. Good luck with MAPS and keep up the good work!

Sincerely,


Brian Schweitzer
Governor

Cc: Montana Film Office

Denny Rehberg
State of Montana

Appropriations Com.
Energy and Water
Foreign Operations
Military Quality of Life

Congress of the United States
House of Representatives
Washington, DC 20515

June 10, 2005

Peter Rosten
Media Arts in the Public Schools
Florence Prever Rosten Foundation
PO Box 750
Darby, MT 59829

Dear Peter:

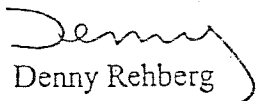
I am writing to express my strong support for the Media Arts in the Public Schools (MAPS) and also The Florence Prever Rosten Foundation.

MAPS is a media arts and filmmaking curriculum that Montana designated as a "School to Work" program in 2004. As MAPS enters into its second year, I'm proud that you have taken the initiative to found this organization and also work for Montana's middle and high school students.

It is with extreme admiration that I also recognize your position as President of the Florence Prever Rosten Foundation, a Montana based 501(c)(3) non-profit organization. This foundation supplies the funding for the MAPS program through donations from citizens, businesses, other foundations, and state and federal government agencies.

Again, I strongly support the Media Arts in the Public Schools and also The Florence Prever Rosten Foundation in their future endeavors and any fund-raising efforts. I hope your application receives every consideration for funding. Please feel free to use this letter in support of your application.

Sincerely,


Denny Rehberg
Montana's Congressman

DRR:rb



— Montana Office of Public Instruction —

Linda McCulloch
State Superintendent

August 2, 2005

Peter Rosten, President
Media Arts in the Public Schools
P.O. Box 750
Darby, MT 59829

Dear Peter:

Thank you for developing the Media Arts in the Public Schools curriculum and for sharing it with Corvallis Middle School and High School. It has been a fascinating project that fired the imaginations of every student in the school. Offering students, especially those in smaller communities, a learning experience so unique is a gift beyond measure.

I know first hand how important exposure to film and media arts can be for students. One of my students from Bonner, Montana, developed an interest in film when he was in elementary school. That young man is now completing his Masters degree at the Columbia University Film School in New York City. I've been fortunate to be involved in some of the movies he made in Montana and, as a classroom teacher and school librarian, it is immensely satisfying for me to know that his talent, vision and interest came together when he first held a video camera as part of a classroom assignment.

I'm also pleased that the Office of Public Instruction was able to assist MAPS with School-to-Work designation, which helped in providing the media arts students with a hands-on learning opportunity that bridged work experience and the classroom.

I am pleased to support the promotion of media arts in our public schools and wish you and MAPS continued success.

Sincerely,

A handwritten signature in cursive script that reads "Linda McCulloch".

Linda McCulloch
State Superintendent

MONTANA ARTS COUNCIL

*Boosting local economies, revitalizing communities
and improving education through the arts*



BRIAN SCHWEITZER
GOVERNOR

316 NORTH PARK AVENUE
CITY-COUNTY BUILDING, ROOM 252

STATE OF MONTANA

(406) 444-6430
FAX: (406) 444-6548

PO BOX 202201
HELENA, MONTANA 59620-2201
mac@mt.gov
<http://art.mt.gov>

June 23, 2005

To Whom It May Concern:

On Media Arts in the Public Schools' (MAPS) one-year anniversary we extend our sincere congratulations on their accomplishments. As evidenced by the 'Community Volunteer of the Year' award from the Corvallis High School this program is already highly valued by the Corvallis school system.

MAPS exemplifies the Montana Arts Council's goal of ensuring the arts are basic to the education of children and young adults. This program teaches the fundamental skills and knowledge of media arts with a process that embodies the best way to learn – participatory and hands-on. The Education Committee of the Council felt MAPS' grant application was the most organized and clearest on how to do what they want to accomplish.

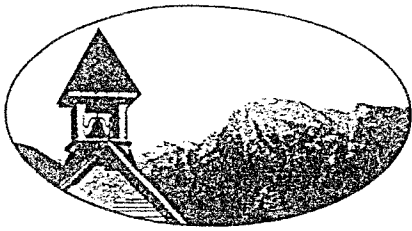
Peter Rosten, the resident artist for MAPS and President of the Florence Prever Rosten Foundation, has an inspiring vision to expand this program to several other school districts in our state. Mr. Rosten's skills in administration, public relations, and teaching give me total confidence that this vision will become a reality.

The Montana Arts Council is proud to have been one of the first funders to support the MAPS program and looks forward to a long and mutually rewarding collaboration in the future.

Sincerely,

A handwritten signature in cursive script that reads "Beck McLaughlin".

Beck McLaughlin
Education and Web Services Director



MONTANA HERITAGE PROJECT

P.O. Box 672
153 N. Main Street, Suite C
St. Ignatius, MT 59865-0672
(406) 745-2600 • fax (406) 745-2757

P.O. Box 201201
225 North Roberts
Helena, MT 59620-1201
(406) 444-1759 • fax (406) 444-2696

July 11, 2005

Peter Rosten
MAPS/Florence Prever Rosten Foundation
P.O. Box 750
Darby, MT 59829

Dear Peter:

I'm delighted to send words of support and encouragement your way for the Media Arts in the Public Schools (MAPS) program from the Montana Heritage Project staff.

We share with MAPS and so encourage a belief that high school students are capable of accomplishing serious research and analysis—and based on that work—can create products of lasting importance to Montana and individual communities: writing, film production, photo documentation, dramatic presentations, and much more. We share and so encourage and support MAPS passion for engaging students in real work—that simultaneously builds student skills and Montana's economic and social fabric. We share MAPS belief that our young people can help us all document and tell the stories needed for a sound future.

As you know, several Montana Heritage Project teachers have begun to work with students in creating film products. We value very much MAPS presence—an organization in Montana that can offer our teachers sound technical support, inspiration, and assistance as they try their hands at filmmaking. We've enjoying working with you this past year and look forward to shared projects in the future.

Sincerely,

Marcella Sherfy
Marcella Sherfy
Education Director

Corvallis School District #1

P. O. Box 700 / 1045 Main

Corvallis MT 59828

Phone: (406) 961-4211 Fax: (406) 961-5144

Daniel B. Sybrant
Superintendent
961-4211

Sarah Schumacher
Principal,
High School
961-3201

Trevor Laboski
Asst. Principal
High School
961-3201

Tom A. Miller
Principal,
Middle School
961-3007

Janice Stranahan
Principal,
Primary School
961-3261

Virginia Haines
Special Services Dir.
961-3201

Russ Hendrickson
Technology Coord.
961-3201

Vannesa Bargfrede
District Clerk
961-4211

June 13, 2005

To Whom It May Concern:

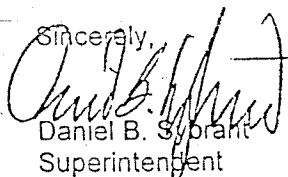
I have been very pleased with the performance of Peter Rosten this year in the implementation of the Media Arts in Public Schools Program MAPS, in the Corvallis School District. Peter came to me with a concept for this program some time ago and has worked hard to implement the program within the guidelines and parameters set by the school district.

Peter offered two classes this year to Corvallis Students under a Montana Office of Public Instruction designated School to Work Program. Students have responded in a very positive manner to his teaching style and the results of their efforts have been positive. I am pleased with the quality of concepts for films as well as the finished product. I believe that this program will continue to grow and have a positive impact on even more of our student population.

Peter's willingness to donate his time to this project is commendable. Not very often do you find an individual who is willing to work on a project on a daily basis without direct compensation. He has established a foundation to help fund expenses, and I encourage donations for this exciting project via his foundation.

Please don't hesitate to contact me at 406-961-4211 if you have questions about the project and the impact it has had on young minds in the Bitterroot Valley of Montana.

Sincerely,



Daniel B. Sybrant
Superintendent
Corvallis School District #1

Corvallis School District #1

P. O. Box 700 / 1045 Main
Corvallis MT 59828

Phone: (406) 961-4211 Fax: (406) 961-5144

Daniel B. Sybrant
Superintendent
961-4211

Sarah Schumacher
Principal,
High School
961-3201

Tim Bronk
Asst. Principal
High School
961-3201

Tom A. Miller
Principal,
Middle School
961-3007

Janice Stranahan
Principal,
Primary School
961-3261

Virginia Haines
Special Services Dir.
961-3201

Vannesa Bargfrede
District Clerk
961-4211

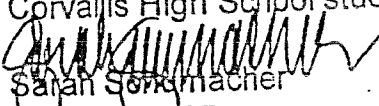
Letter of Support: Corvallis School District's Media Arts in the Public Schools Program

School year 2004-05 marked the inaugural year for media arts classes at both Corvallis High School and Corvallis Middle School. These classes were created and implemented by Mr. Peter Rosten, former Hollywood producer. Last school year Mr. Rosten worked cooperatively with a Corvallis High School classroom teacher to develop a filmmaking experience. Last summer Mr. Rosten initiated contact with the Office of Public Instruction and obtained a teaching certificate under the School to Work Program. Next year he will teach two sections of media arts at the high school level.

I have been impressed with the opportunities and expertise Mr. Rosten has provided our students. Last year's extra-curricular work came to fruition with the completed short film, "French Love," which was written, produced, edited and portrayed by Corvallis High School students. We showed the film to students before our winter break; it was extremely well received. In May we had the opportunity to show the film at a local theatre on the "big screen"; a packed house viewed "French Love."

During this school year, 16 high school students participated in the class. They created a music video and are working on finishing another short film. A diverse group of students have been involved in various aspects of the making of the film; the 2005 valedictorian as well as academically disinterested students have made vital contributions to the film.

When I visit with students about their experience in this class, they are all enthusiastic about what they have accomplished and learned and they want to know and do more! It has been an inspirational experience for them; it has provided several of them with future direction and motivation. I heartily support Mr. Rosten's work with Corvallis High School students in this project.


Sarah Schumacher
June 14, 2005

Corvallis School District #1

P. O. Box 700 / 1045 Main
Corvallis MT 59828

Phone: (406) 961-4211 Fax: (406) 961-5144

Daniel B. Sybrant
Superintendent
961-4211

Sarah Schumacher
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Middle School
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Janice Stranahan
Principal,
Primary School
961-3261

Virginia Haines
Special Services Dir.
961-3201

Vannesa Bargfrede
District Clerk
961-4211

May 26, 2005

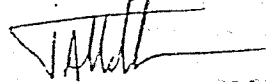
To Whom It May Concern:

I have had the pleasure to work with Peter Rosten at Corvallis Middle School as he is developing his media arts program in our building. This program has been one of the most student-engaging and positive co-curricular programs that has been implemented. His knowledge base and enthusiasm have contributed to student motivation and learning.

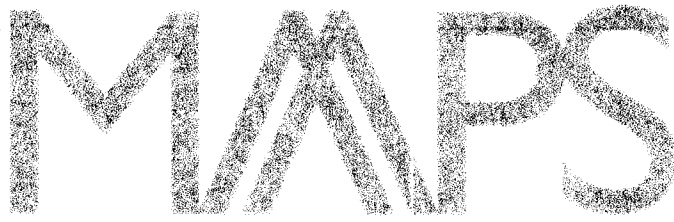
Mr. Rosten's instructional approach takes the students from the very beginning of the process and sees them through to the final production. Some of our students who would not otherwise be tuned into school and book learning find an outlet for their interests and abilities in this alternative course. He has gained much recognition locally and will be showing one of his productions at the local theater this month.

In these times of limited school funding, it is extremely helpful and appreciated when the community supports this type of program financially. If you would like to talk further about his outstanding program, please do not hesitate to call me.

Sincerely,



Tom A. Miller, Ed.D.
Corvallis Middle School Principal



Proposal Prepared for:

**The Business & Labor Committee
Montana State Legislature**

January 28, 2009

TABLE OF CONTENTS

1.0 Abstract

2.0 Project Narrative

2.1 Overview

2.2 History

3.0 Project Design

3.1 Activities

3.2 Curriculum

3.3 Accreditation

3.4 Enrollment & Schedules

4.0 Ancillary Benefits

5.0 Project Personal/Instructors/Consultants

5.1 Instructors

5.2 Guest Lecturers

5.3 Curriculum Advisors

6.0 Financials

6.1 - Fee Structure

6.2 Budget (2009 – 2010)

7.0 Project Evaluation

8.0 Community Support

1.0 Abstract

THE NEED: Between 2000 and 2007, Ravalli County had one of the fastest growing populations in the state, jumping 12 percent between 2000 and 2007. Census projections indicate that the population will continue to grow, jumping 89.5 percent between 2000 and 2030. In 2005, the most recent year available, 22.4 percent of Ravalli County youth under 18 were living in poverty¹. This may be partially attributable to the fact that 44 percent of adults in Ravalli County have a high school education or less (www.CEIC.mt.gov)².

Starting in 2000, Montana public education began experiencing a series of budget cuts that increased sequentially for the next four years. In August 2002, five major Montana education organizations called for a 17 percent increase in statewide pre-K-12 spending, a figure determined to cover the cost of adequate education in Montana³. The group ultimately filed suit, alleging that the decline in state funding had caused schools across the state to cut programs and staff; were failing to attract and retain teachers, and having difficulty complying with the state's minimum accreditation, performance, and content standards. This is consistent with what was happening in Ravalli County at the time. There has been a dearth of artistic educational offerings and limited opportunity to access living wage jobs without further education.

The MAPS program gives students an opportunity to look at something that's very different than what they have as part of their regular classroom programs. - Linda McCulloch, Superintendent of Public Instruction

THE OPPORTUNITY: In 2004, Peter Rosten created MAPS: Media Arts in the Public Schools. Based on Peter's real world experience gained through his 30 year career in the communications industry, MAPS subscribes to the philosophy that education can be greatly enhanced for young learners by early experience in the communication technologies.

The program's short-term objective is to guide students and assist them to develop creative voices, communication abilities and confidence through classroom activities and

¹ Small Area Income & Poverty Estimates. Model-based Estimates for States, Counties, & School Districts. US Census. <http://www.census.gov/cgi-bin/saipe/saipe.cgi>

² Demographic and Economic Information for Ravalli County. December 2007.

http://www.ourfactsyourfuture.org/admin/uploadedPublications/2243_Ravalli_CF07_Web.pdf

³ Access School Funding. http://www.schoolfunding.info/states/mt/lit_mt.php3

independent study. The long-term goal is teaching skills that can lead to valuable employment.

In 2005, the MAPS mission to create jobs became a reality when the Ravalli County DUI Task Force hired the program to produce public service announcements that to air statewide on Montana's CBS affiliate television stations. The success of this client-driven, fee-based project led to more assignments and higher revenues; as a result, quality jobs were created for MAPS students. *Last year, the 14 -18 year old filmmakers crafted television commercials that aired in 38 states and revenues grew to \$140,000.*

*I'm a big fan of MAPS: Media Arts in Public Schools and its dedication to making a difference in the lives of Montana's young people.
Jerry Molen, Producer, "Schindler's List", "Jurassic Park".*

THE FUTURE: In 2008, the Florence Prever Rosten Foundation (hereinafter "FPRF"), a 501 (c) (3) non-profit and parent of the MAPS/MMI organization, approved a reorganization plan to relocate MAPS from Corvallis High School to a centralized facility in Hamilton, Montana. Enrollment will be open to students from all six Ravalli County (population 44,000) high schools and, for the first time, adult participants as well.

Renamed the MAPS MEDIA INSTITUTE (hereinafter MMI), the mission to 'educate, train and create jobs' will continue as a community-based initiative designed to bring hands-on media arts and workforce development experience to Ravalli County, Montana. ⁴

MMI's centralized location will enable expansion to a more diverse pool of participants, including youth who are considered to be at-risk through their exposure to such risk factors as poverty, lack of education and lack of opportunity. Pro-social opportunities will be carefully tailored traditional and non-traditional modules with an additional emphasis in business skills. This project will foster skills transferable to a wide variety of professional endeavors and conducive to personal growth.

⁴ MMI classes will be offered during and after-school. Like MAPS, MMI students can receive a state-approved arts credit for their participation during traditional school hours.



Ravalli County Economic Development Authority

January 14, 2009

MAPS Media Institute
Peter Rosten
President/MMI
PO Box 750
Darby, MT 59829

Ravalli County Economic Development Authority is pleased to provide a letter of support for the Media Arts in the Public Schools (MAPS) program. Since 2004 MAPS has been meeting their objective of providing a nurturing curriculum to help local school children receive hands-on experience in the media arts.

MAPS founder, Peter Rosten, has created an organization that is successful financially as well as respected for their program outcomes of providing a unique educational experience, creating jobs and adding much needed communication skills to our workforce.

In September 2009, MAPS is relocating (Sept. 2009) from Corvallis High School to its own facility. Enrollment will be open to students from all seven Ravalli County school districts - and for the first time - adult participants as well. Reflecting this change, MAPS will be renamed the MAPS Media Institute (MMI); but its mission "to educate and create quality jobs" will remain the same. MMI projects the creation of 4.5 full time job equivalents in the 2009-2010 calendar year.

Ravalli County Economic Development Authority strongly supports the expansion of the MMI project and look forward to working with Mr. Rosten and MAPS Media Institute.

Sincerely,

Monte K. Drake, RCEDA Chair

Voice: (406) 375-9416 • Fax (406) 363-2402
105 East Main, Hamilton, MT 59840

2.0 Project Narrative

2.1 Overview

Designated a "School to Work" program by Montana's Office of Public Instruction (hereinafter OPI), MMI combines traditional education activities with real world expectations and rewards of the workplace.

MMI is outcome-oriented and designed to empower youth and adults with marketable and transferable skill sets. Consistent with state arts standards, MMI participants create and produce personal and professional media projects for a wide range of clients including: the Marcus Daly Hospital, Ravalli County's DUI Task Force, the Montana Student Assistance Foundation, S.A.F.E. (Supporters for an Abuse Free Environment), the Montana Tobacco Prevention Program and the National Association of Student Financial Aid Administrators et al.



MAPS, www.mediarts.org was a recipient of a 2007 Award of Excellence in the Education Division of the Society for New Communications Research Awards program.

2.2 History

2004

- a) MAPS launches its first program at Corvallis High School.
- b) Students produce their first short film, "*French Love*".
- c) Peter Rosten receives "Corvallis Volunteer of the Year" award.

2005

- a) The Ravalli County DUI Task Force hires MAPS students to produce two public service announcements; they air statewide on Montana's CBS affiliates.
- b) Students produce the short film, "*Soul Sight*", and the music video, "*Wonderboy*".
- c) Peter Rosten is nominated for the Disney "Teacher of the Year Award"

2006

- a) The Marcus Daly Hospital hires MAPS to produce a 10-minute documentary.
- b) The Montana Student Assistance Foundation (MTSAF) hires MAPS to produce a statewide marketing and advertising campaign.
- c) FPRF approves expansion programs at five Montana Boys and Girls Boys & Girls Clubs locations.
- d) "The American School Board Journal" features MAPS in their June edition.

2007

- a) The National Association of Student Financial Aid Administrators (NASFAA) hires MAPS to produce a national television and radio campaign; it airs in 38 states.
- b) MAPS begins an after-school program at Darby High School. The Montana Tobacco Prevention Program hires Darby/MAPS students to produce a documentary and two public service announcements. Upon completion of the project, distribution rights are acquired by the Center for Disease Control (CDC).
- c) "Fortune Small Business" magazine features MAPS in their September edition.

*I was influenced by
Peter's teachings.
Not only was he
giving tips about
how to make movies,
he was giving good
insight from his
experience in the
world of business.*

– MAPS Graduate
Luke McLean

2008

- a) Corvallis High School, students produce four short dramatic films, "A Love Story", "Life of a Pencil", "Pastless" and "Bloodlust".
- b) FPRF hosts a community-wide "MAPS Student Film Festival" at the Pharoahplex.
- c) FPRF approves a growth plan, commencing September 2009, to expand to all six high schools in Ravalli County.
- d) FPRF approves a growth plan to offer an after-school program for youth and adult student participants throughout Ravalli County.
- e) FPR agrees to a lease agreement with the Hamilton School District to rent the Westview Middle School to house new centralized facility.
- f) MAPS receives the "Award of Excellence in Education" from the San Francisco-based Society of New Communications Research.

3.0 Project Design

3.1 Activities

To accomplish our goals and objectives, MMI employs two interwoven teaching modules, a *creative section* and a *business component*.

Through the creative process, students operate in a horizontal hierarchy; participants share all facets of the creative process (e.g., story development and screenwriting) on an even playing field. This artistic freedom stimulates enthusiasm, confidence and fulfillment.

The business section provides hands-on experience in managerial and financial responsibilities. Assignments become a vertical hierarchy whereby student filmmakers are accountable to a team leader. The role of the team leader is to monitor professional processes, standards and accountability.

Outcomes will be measured in many ways, including:

- Completion of personal or professional assignments;
- Satisfaction in creating, executing and completing project and the willingness to share with others;
- An added bonus for some students (contingent on ability and performance) will be receiving compensation for their work;
- Audience reaction as measured by tools including surveys, polls, product sales, ratings, awards and/or word-of-mouth generation of new clients.

As previously stated, creating quality employment is a valuable and tangible outcome. In 2006, MAPS graduate, Luke McLean, created *Circumference Productions*, which specializes in video editing. Among his many clients is "The Stock Farm Club"; a high-end Bitterroot Valley development established in part by investment tycoon and part-time Montana resident, Charles Schwab.

3.2 Curriculum

The 2009 MMI curriculum will offer four media arts disciplines in individualized sections:

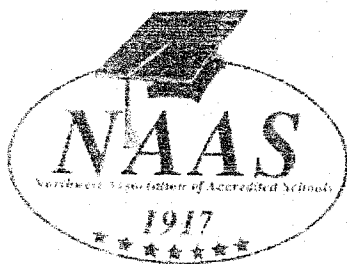
- a) Narrative/Fiction (*Instructor*, Peter Rosten. www.mediarts.org)
 - Television commercials, short films, music videos, public service advertising.
 - b) Documentary (*Instructor*, Steve Slocomb. <http://360bigsky.com/sample.htm>)
 - Films with an emphasis on public policy and social issues.
 - c) Website Design Tools/Programming (*Instructor*, Mike Henderson, www.bigredbarndesign.com)
 - Internet communication tools and technologies.
 - d) Journalism/Television News (*Instructor*, Ian Marquand)
 - A bi-weekly news magazine show; written and produced by MMI students.
- Stories will focus on local and statewide topics and events.

3.3 Accreditation

In 2004, the Montana Office of Public Instruction (OPI) approved the MAPS curriculum as an accredited art elective.

In 2009, per OPI, MAPS Media Institute participants, who attend during school hours, can receive a state-approved, technical education arts elective, class credit. In order to qualify, a student must attend 225 minutes per week or prorated within two weeks (because of block scheduling) for a full year to receive a full credit for the course. (The after-school program will be extra-curricular and not for credit.)

In addition to MMI's relationship with Montana education, formal certification as a 'Supplemental School' is in process. (See next page)



Northwest Association of Accredited Schools

"...advancing excellence in education through the process of accreditation."

January 19, 2009

Maps Media Institute
Peter Rosten-President
PO Box 750
Darby, MT 59829

To Whom It May Concern:

Peter Rosten, representing the Media Arts in the Public Schools (MAPS) program has met with the Northwest-Association of Accredited Schools for the purpose of exploring accreditation as an option for the MAPS Media Institute. It was explained that upon reviewing the program as envisioned the MAPS Media Institute could apply for NAAS supplementary school accreditation. Applicants must host a two person initial accreditation team visit to determine the potential of the school/program meeting the NAAS accreditation standards. Successful applicants are approved for accreditation by the NAAS Commission.

Sincerely,

Leonard Paul
Associate Director

3.4 Enrollment & Schedules

In collaboration with the six high school superintendents and principals, MMI is in discussions to plan enrollment projections and school-day scheduling hours.

The daily, after-school program classes, will begin at 4 pm. Closing time is still to-be-determined.

4.0 Ancillary Benefits

99% of employers list a lack of ability to communicate as a problem in the work place. MMI teaches a broad range of behavioral and educational benefits that boosts communication abilities and will be transferable to many occupations. For example:

- *Problem solving*: "Expect the unexpected" is a truism in media production. Obstacles and conflict resolution must be addressed efficiently.
- *Group dynamics*: The creative process is highly collaborative. Leadership and managerial abilities lead to group cohesiveness and successful results.
- *Presentation skills*: Students regularly share and 'sell' their ideas to their peers. Public speaking and people skills are of paramount importance.

Some of the benefits have been succinctly captured in the following comments:

"The MAPS program is a wonderful example of a working partnership between business professionals and educators." -- Montana Economic Development Association

"The creativity and discipline students develop through MAPS will benefit them in their careers and in life." -- Kelly Chapman, Executive V.P., Student Assistance Foundation

5.0 Project Personnel/Instructors/Consultants

5.1 Teachers/Artists in Residence⁵

MMI's teachers are all professionals in their fields and have at least 10,000 hours of experience in their fields. They are:

- **Peter Rosten**, Project Director/Instructor/Fiction

After 30 years as a motion picture and television writer, producer and director in Los Angeles, Peter Rosten retired to Montana in 2001. In 2004 he founded MAPS: Media Arts in the Public Schools (www.mediarts.org). Awards/Commendations: Corvallis, Montana Volunteer of the Year, (2004); Disney Teacher of the Year Award nomination, 2005; Award of Excellence, The Society of New Communications Research, 2007.

Website: www.mediarts.org

- **Steve Slocumb**, Instructor/Documentary

Steve Slocumb began his career in the early 1970's with the comprehensive designer and filmmaker Charles Eames. In 1978, he worked as a camera operator and special effects consultant on various Hollywood and theme park productions including: Star Trek, Total Recall, White Fang, Ghost, Predator and several 65mm Disney theme park 3D shows. In the early 1990s, founded Looking Glass Films, a documentary film company.

Website: <http://360bigsky.com/sample.htm>

- **Mike Henderson**, Instructor/Web Based Programming

Owner, Art Director / Manager, Big Red Barn Design – a graphic design firm specializing in creation of identity and branding solutions for web and print. To view online portfolio:

Website: www.BigRedBarnDesign.com

- **Ian Marquand**, Instructor/Television Journalism

Special Projects Coordinator, KPAX & Montana Television Network.

Senior broadcast journalist with emphasis on exclusive, live reports for evening newscasts. Areas of expertise include federal court proceedings, state and local

⁵ Previous MAPS Graduates will be offered positions as part-time, 'after-school' teachers.

government and politics, environmental cleanup (including federal Superfund activities) and Montana connections to international affairs.

5.2 Guest Lecturers

The guest lecturer series is a key attraction of MMI. Subject to availability, they will include: *Jerry Molen*, Producer ("The Lost World: Jurassic Park", "Schindler's List"), *Jim Kouf*, Screenwriter ("National Treasure", "Rush Hour"), *Martin Schaer*, Camera Operator ("Pirates of the Caribbean 1, 2 & 3"), *Dennis Virkler*, Editor ("Batman Forever", "Hunt for Red October"), *Helen Pollak*, Unit Production Manager ("What Women Want", "Fight Club") et al.

5.3 Curriculum Consultants/Advisors

- Michael Murphy/Associate Professor (*University of Montana, Media Arts*)
- Dennis Aig/Professor (*Media and Theater Arts, Montana State University*)
- Scott Douglas/Associate Professor (*Dept. of Management & Marketing, U of M*)

6.0 Financials

6.1 Fee Structure

School hours "for credit": to-be-determined.

After school: *Structured Class, equipment use and supervised instruction (no credit) - \$20 per day/\$600 per month; three month minimum commitment.*

After school: *Equipment use only - \$10 per day/\$300 per month; three month minimum commitment.*

6.2 Budget (2009 – 2010)

PERSONNEL

Peter Rosten, Executive Director/Teacher (\$50,000 x 1.0 FTE) \$ 50,000

The President/CEO will be responsible for all aspects of the program including recruitment and training of the program liaisons, student relations; Foundation affairs, fiscal matters, Client relationships. etc.

TBD/Project Director (\$36,000 x 1.0 FTE) \$ 36,000

The project director will report to the President/CEO and provide day-to-day supervision, recruitment and training of the program liaisons, student relations, product management, client interface etc.

TBD/Media Arts Teachers (3 x 30,000 x 1.0 FTE) \$ 90,000

Support Staff (\$24,000 x 1.0 FTE) \$ 24,000

Support Staff (\$24,000 x .5 FTE) \$ 12,000

Total Personnel \$ **212,000**

FRINGE BENEFITS

13% payroll costs (FICA, SSI etc.) and state-mandated workman's comp. In future years MMI will provide medical, 401k benefits et al.

President/CEO (\$50,000 x .13) \$ 9,750

TBD/Project Director (\$36,000 x .13) \$ 4,680

TBD/Media Arts Teachers (90,000 x .13) \$ 11,700

Support Staff (\$24,000 x .13) \$ 3,120

Support Staff (\$12,000 x .13) \$ 1,560

Total Fringe Benefits \$ **30,810**

TRAVEL

N/A

In our first year, all travel costs will be built into the budgets and fees paid by our clients. Our business development will require travel in year two.

EQUIPMENT/SUPPLIES

20 Combination editing/writing computers @ \$2,000 each. \$ 40,000

20 External Hard Drives @ \$150 each \$ 3,000

20 Screenwriting software licenses @ \$100 each	\$	2,000
6 Pentium-class computers @ \$1,000 (teachers/staff)	\$	6,000
3 Television Monitors w/DVD playback capability @ \$600 each.	\$	1,800
Assorted Cables/Fire wires	\$	500
20 Mini DV Cameras @ \$500 each	\$	10,000
Supplies	\$	2,000
10 Sound recording equipment (boom, mic, cables) @ \$700	\$	7,000
5 lighting packages (indoor & outdoor) @ \$1,000 each	\$	5,000
Allow for Production costs @ \$2,000 per unit x 4	\$	10,000
Allow for Post-Production costs @ \$1,250 per unit x 4.	\$	5,000
General office supplies	\$	1,000
Total Equipment/Supplies	\$	93,300

NOTE: Our initial "supplies/equipment" expenditure is a one-time only cost. Future upgrades/replacement cost(s) t.b.d.

CONTRACTUAL

Allow for Curriculum Consultants & Guest Lecturers	\$	8,000
Allow for legal (MMI & Foundation)	\$	5,000
Allow for accounting (payroll, tax preparation MMI & Foundation.)	\$	5,000
Total Contractual	\$	18,000

OTHER

Facility rental @ \$2,000 per month	\$	48,000
Office (phones/Xerox/postage/janitorial/internet @ \$1,000/month)	\$	12,000
Insurance (FPRF and MMI)	\$	5,000
Total Other	\$	65,000
Total Direct Costs	\$	419,110
5 % contingency	\$	20,955
<u>TOTAL PROJECT COST</u> (2009 – 2010)	\$	440,065

7.0 Project Evaluation

The definition of success in this project is multifaceted. In part, it is defined by participating youth and adult filmmakers – the quality of experience and the skills they acquire, i.e., have they accomplished their objectives.

Evaluating creativity is very subjective but one objective calculation is the public's reaction to the work. Another assessment is a student's mastery of the film medium and the ability to produce the highest quality media works for personal or professional consumption.

"MAPS is a program that is making a difference in students' education". Rick Hays, President, Qwest of Montana

An additional measurement is a year-to-year increase in the number of clients and escalating fees. This real world assessment is driven by the talent, creativity, commitment and passion of the vendor(s).⁶

In addition to these soft measures of success, MMI will use outcome-based methods of evaluation to achieve consistency and determine the program's effectiveness. At various points in the project, MMI will conduct surveys of participants, organize focus groups, and conduct interviews, after which MMI will analyze the data to better assess the program's impact and how to improve it in Year 2.

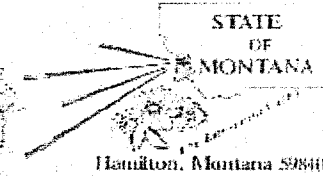
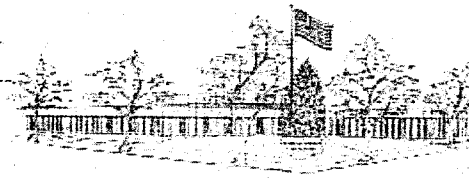
8.0 Community Support

"I am honored to having the opportunity to express my strong support for the Media Arts in the Public Schools (MAPS) program," *U.S. Senator, Max Baucus, Montana*

"Peter is a Bitterroot business owner who has created good paying jobs and improved educational opportunities for our kids." *U.S. Senator, Jon Tester, Montana*

⁶ FPRF/MMI continues to receive endorsements from Montana public officials – local and statewide - and their support indicates tangible and effective results.

COUNTY
OF
RAVALLI



Hamilton, Montana 59840

Ravalli County Commissioners
215 S. 4th Street, Suite A
Hamilton, MT, 59840
(406) 328-6300

Peter Rosten
President/MMI
MAPS Media Institute
PO Box 750
Darby, MT 59829

January 21, 2009

The MAPS Media Institute (MMI) is a workforce training and community development media arts program that delivers an ROI in human and real capital.

Formerly known as MAPS: Media Arts in the Public Schools, enrollment will be open to students from all six Ravalli County (pop. 14,000) high schools - and for the first time - adult participants.

This project will foster skills transferable to a wide variety of professional endeavors and conducive to personal growth. MMI's new centralized location will enable expansion to a more diverse pool of participants, including youth who are considered to be at risk through their exposure to such risk factors as poverty, lack of education and lack of opportunity.

The Ravalli County Commissioners strongly support the expansion of the MMI project and look forward to working with Mr. Rosten and the MAPS Media Institute.

Sincerely,
BOARD OF RAVALLI COUNTY COMMISSIONERS

Carina Grunberg, Chairman

James E. Rolosch, Member

Greg Chisart, Member

Kathleen D'Ascoti, Member

LR Junc, Member

"MMI is an opportunity that is truly innovative and unsurpassed in our school system."

Beth Barteaux, Parent of MAPS student

"Learning activities like MAPS engage students in real world projects." - Rachel

Tompkins, President, Rural School and Community Trust



January 15, 2009

Maps Media Institute
Peter Rosten-President
PO Box 750
Darby, MT 59829

The Entertainment Management Program at the University of Montana is proud to write this letter of support for the MAPS Media Institute (MMI). After observing the successes of the Media Arts in Public Schools (MAPS) program we are highly confident that MMI will benefit the state of Montana by delivering an invaluable education and creating several viable jobs for our citizens.

The MAPS program was a truly global model for educating Montana's youth. And now, MMI has the potential to become one of the true leaders in education. Furthermore, I firmly believe that it will become a significant force for creating good paying and exciting jobs within the entertainment business. In short, it is a keystone for building a stronger, new economic sector for Montana, while also providing exciting and challenging opportunities to our citizens.

I fully anticipate that we will see some of the MMI students pursue additional education through programs offered at Montana universities. Moreover, we currently enjoy the intellectual contributions that the MAPS/MMI faculty give to the students enrolled in the Entertainment Management program at the University of Montana. The fact that MAPS/MMI contributes to the education of Montana's citizens at both the public school and college levels is most admirable, and a further testament to its value to Montana.

Sincerely,

Scott Douglas, Director
The Entertainment Management Program
The School of Business Administration
The University of Montana
Missoula, MT 59812
406-243-5695

"MAPS students are professionals and we'll definitely work with them again." *Kevin Hurt, Executive Director, The Daly Hospital Foundation.*

"Programs like MAPS will help the future economic growth of Montana". Dr. William Eimicke, Director of Executive Education, Columbia University.

"We have chosen to support MAPS and have been extremely impressed with the output of this very unique program". *Owen Robbins, Director of Marketing, Farmers State Bank*

"A program like this, a work force training venture, is great". *Sten Iversen, Director, Montana Film Office.*

"I'd recommend the MAPS students and their services to anyone". *Glenda Wiles, DUI Task Force Coordinator.*

"MAPS opened up a world to me that I would never have known". *Danielle Corona, 2006 MAPS graduate, University of Montana student*

"MAPS provides Montana students with valuable media skills and helps identify careers that might otherwise have been unavailable to them." *Steele-Reese Foundation*

*

*

*

Montana State Legislature

2009 Session

Exhibit: 1

This exhibit is DVD

1. MAPS KPAX TV News Story

**The original exhibit is on file at the
Montana Historical Society and may
be viewed there.**

**Montana Historical Society
Archives, 225 N. Roberts, Helena,
MT 59620-1201
Phone (406) 444-4774.**

Scanning by: Susie Hamilton

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Additional
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